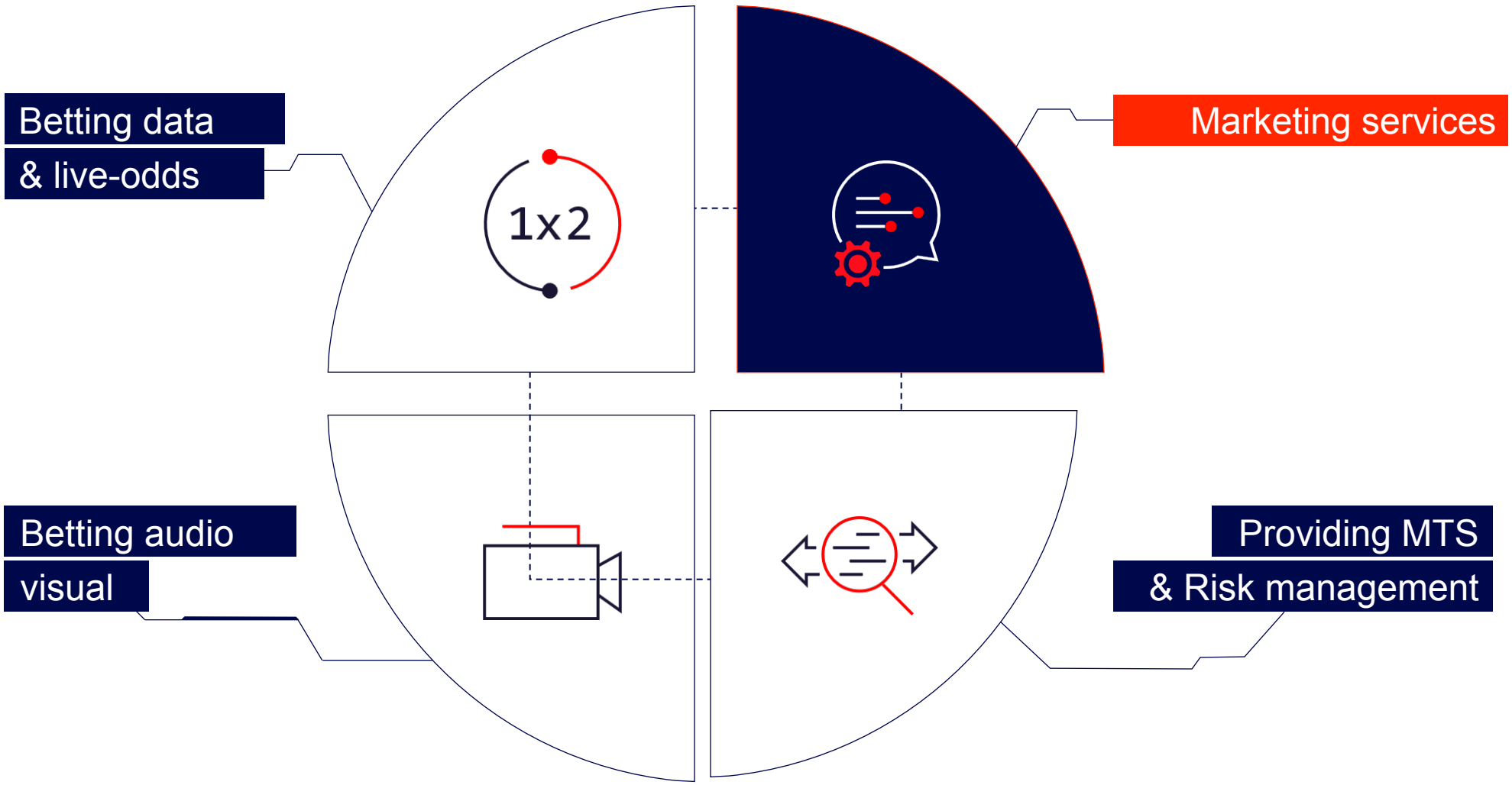
sportradar | ad:s

Krise als Chance – Wie SR auf Die C-19 reagiert hat!

/ Florian Geheeb

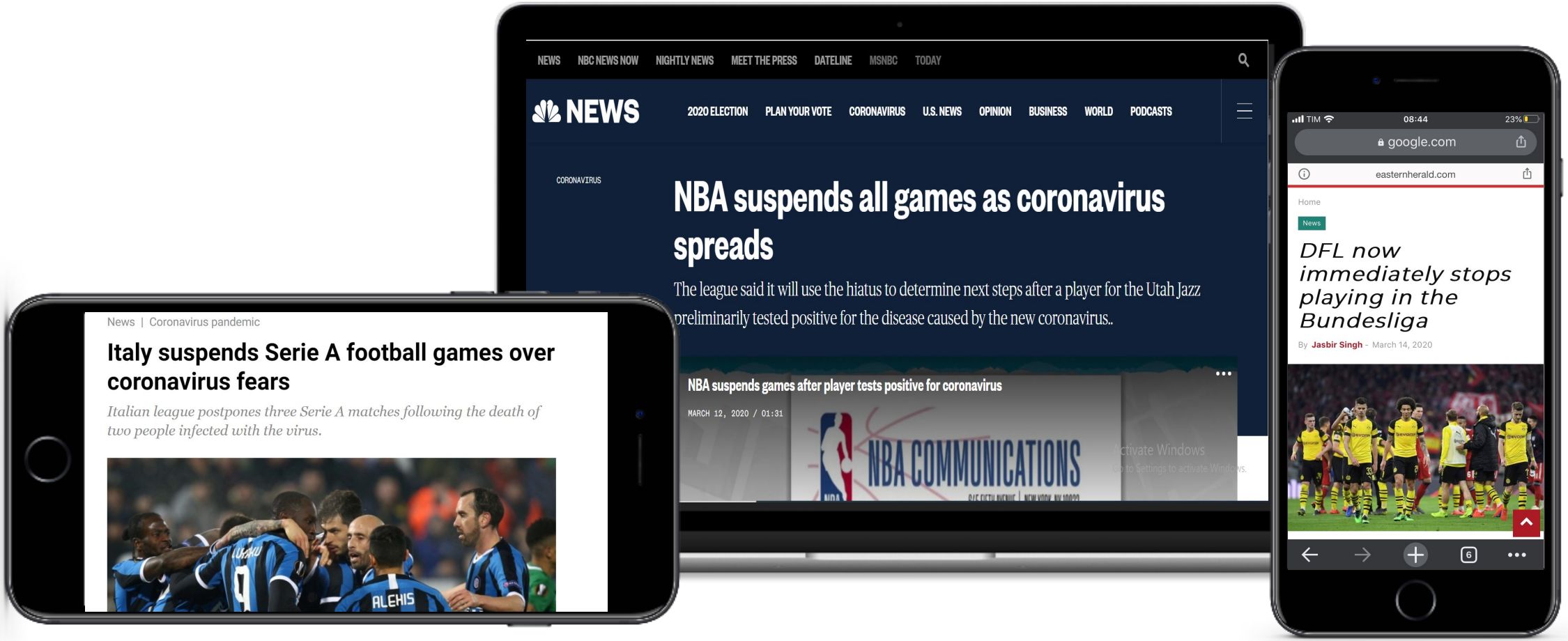
/ Global Director Advertising Sales


Betting data
& live-odds
1x2
Marketing services
Betting audio
visual
Providing MTS
& Risk management

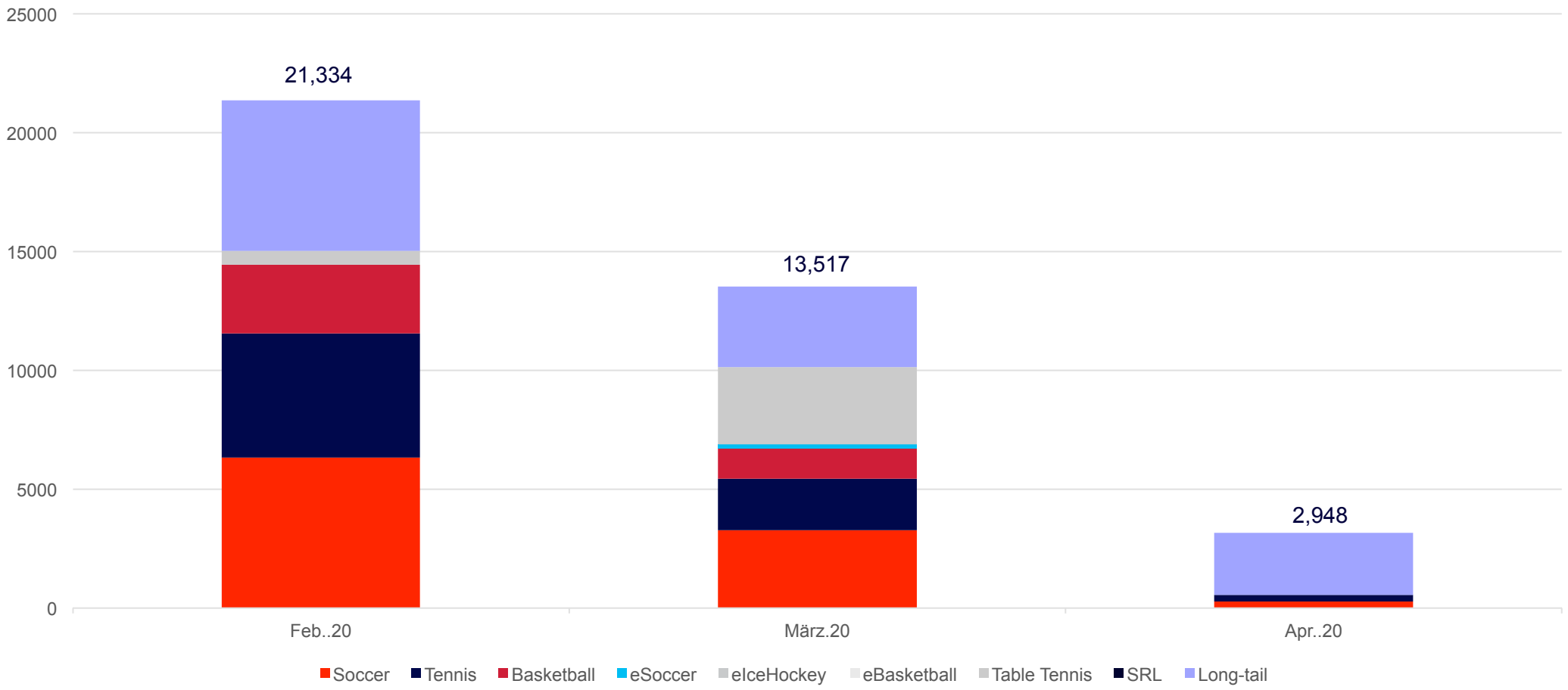
Von Big Data zu Smart Data:
Datenbasiertes Marketing in der Sportwettenindustrie
Rainer Geier - Managing Director Digital Platforms & Advertising
r.geier@sportradar.com
October, 2019
sportradar
"dir": 68%
"y": 1.32
© Sportradar AG

Agenda

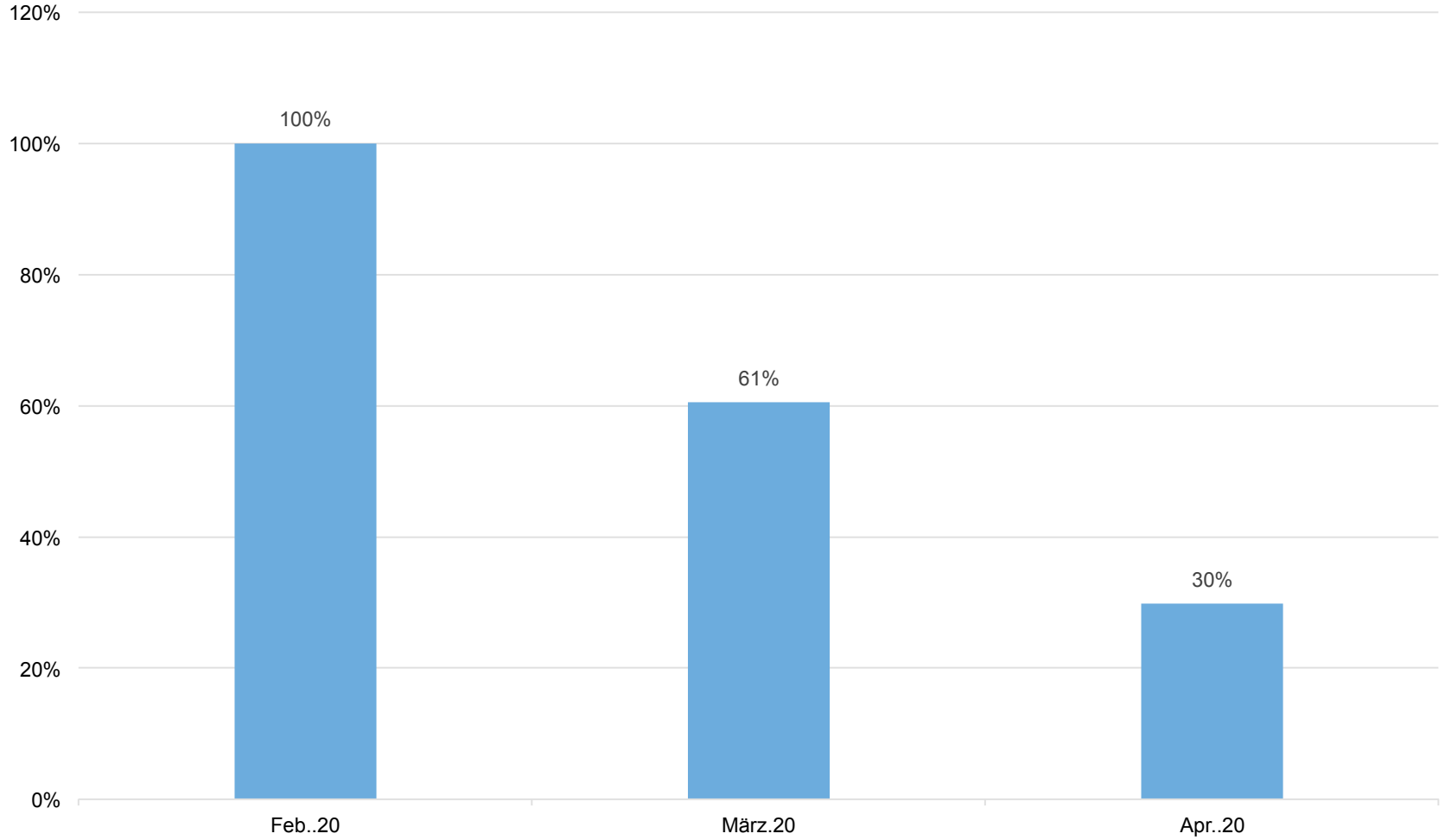
1. March 2020
2. How did SR react?
3. What did we learn from this?


NEWS
NBC NEWS NOW
NIGHTLY NEWS
MEET THE PRESS
DATELINE
MSNBC
TODAY
NEWS
2020 ELECTION
PLAN YOUR VOTE
CORONAVIRUS
U.S. NEWS
OPINION
BUSINESS
WORLD
PODCASTS
CORONAVIRUS
NBA suspends all games as coronavirus spreads
The league said it will use the hiatus to determine next steps after a player for the Utah Jazz preliminarily tested positive for the disease caused by the new coronavirus..
NBA suspends games after player tests positive for coronavirus
MARCH 12, 2020 / 01:31
NBA COMMUNICATIONS
News | Coronavirus pandemic
Italy suspends Serie A football games over coronavirus fears
Italian league postpones three Serie A matches following the death of two people infected with the virus.
ALEXIS
TIM
08:44
23%
google.com
easternherald.com
Home
News
DFL now immediately stops playing in the Bundesliga
By Jasbir Singh - March 14, 2020

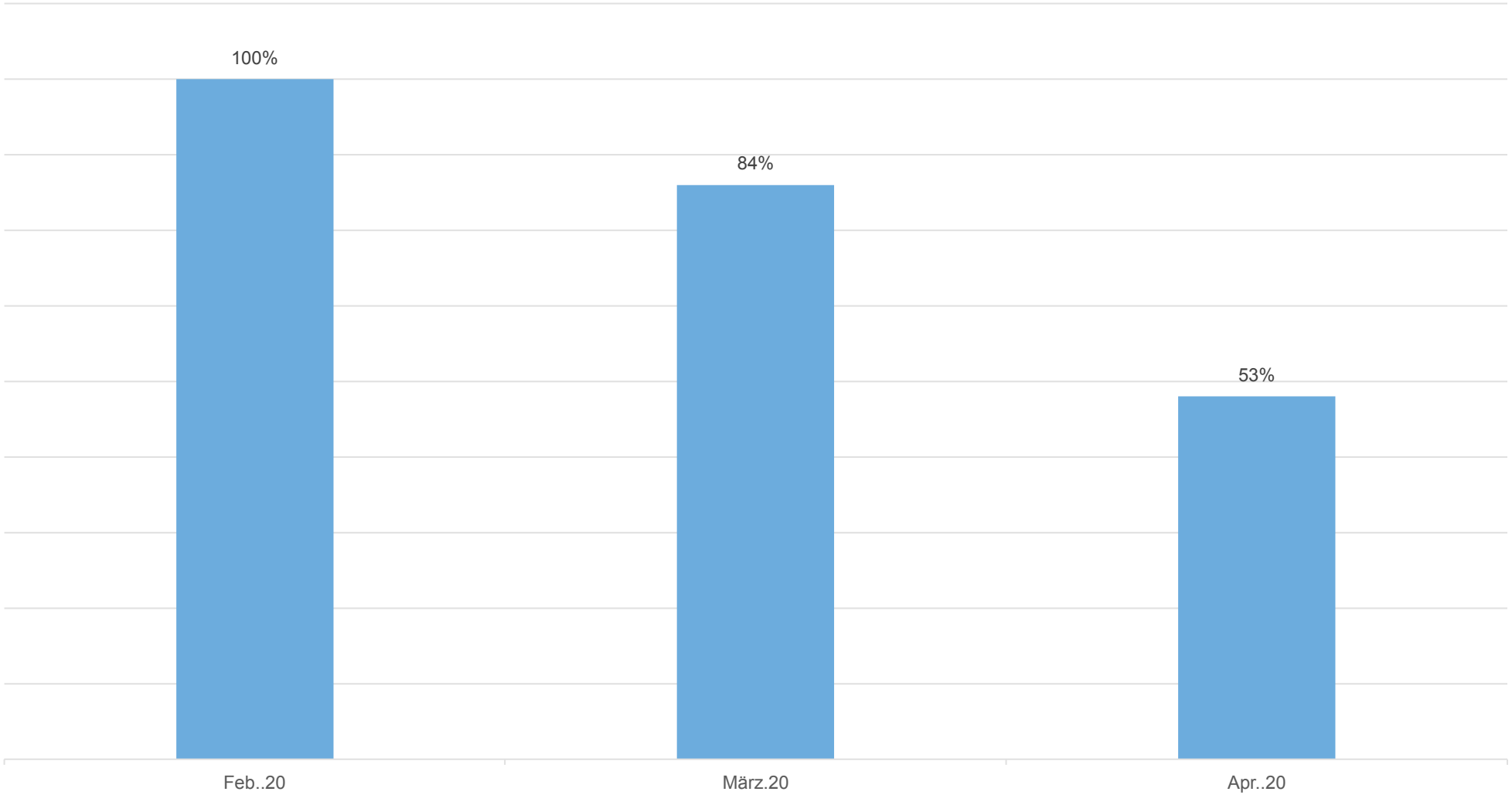
Development Events.



Development MTS Turnover .



Development campaigns ad:s.|



Agenda

1. March 2020
2. How did SR react?
3. What did we learn from this?

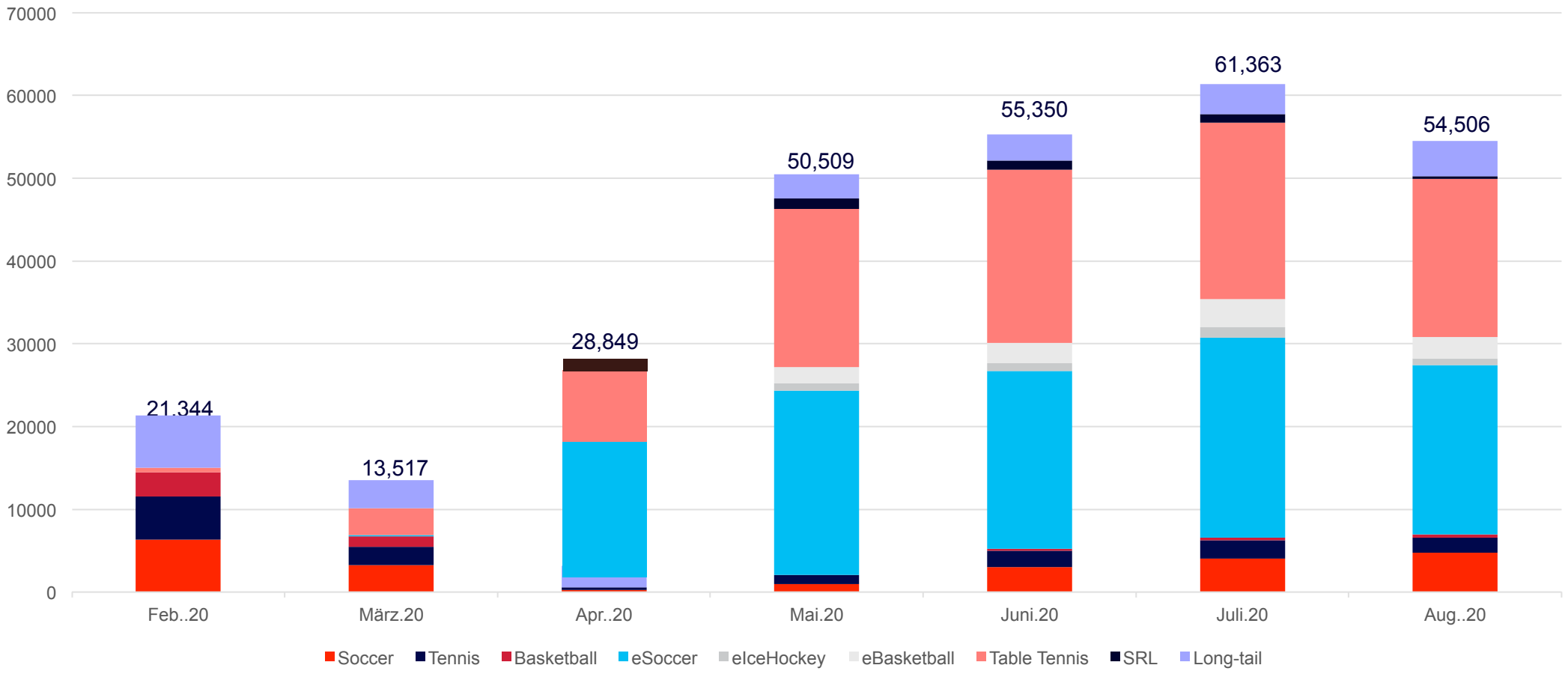
1x2

E-Sports

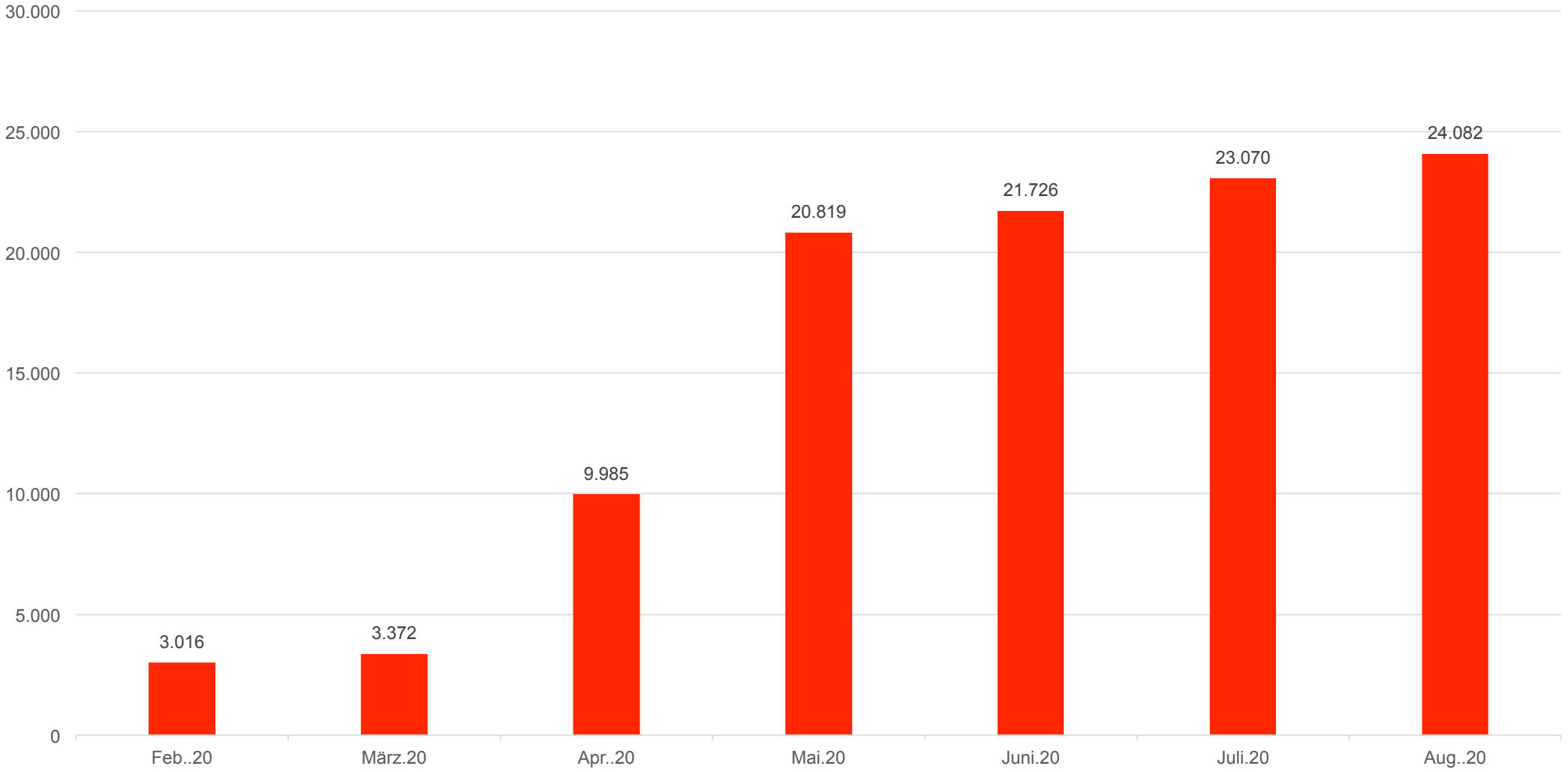
Electronic Leagues
(FIFA, NBA2k, NHL)

Table Tennis

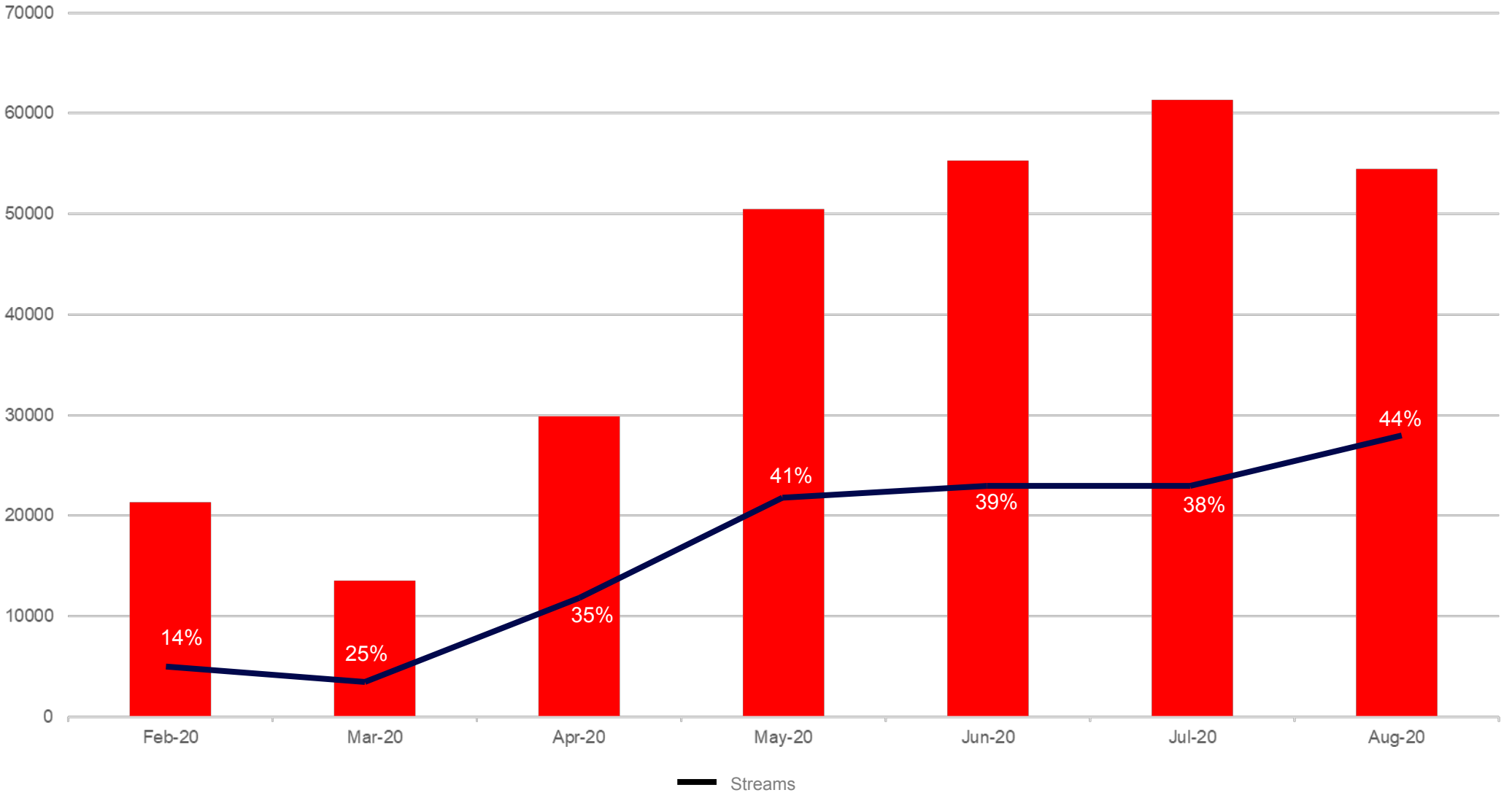
Content is king.



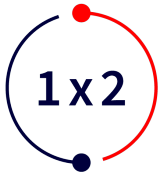
Streaming Events.|

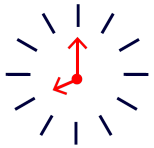


Development Streaming Events.|



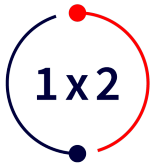
Simulated Reality.



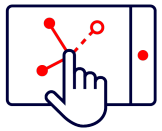


Full 90 minute mathces from top-tier soccer leagues including England, Germany, Spain, France, Italy and more..

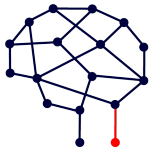
Replica matchday experience with multiple kick-off times (FRI-MON)



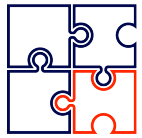
50+ Pre-match and Live Betting Markets available per match



Drive bet engagement through game visualization and statistics



AI-driver concept reflecting team form and match play based on 50,000+ soccer matches



No integration effort required

Simulated Reality.

Soccer

Priority Coverage	Matches per day
England	10
Spain	10
Germany	9
Secondary Coverage	**Matches per day**
Italy	10
France	10
Russia	8
Turkey	8
Greece	3

Cricket

Features
Exciting game-play featuring life-like competitions
Two hour T20 matches, every ball covered
Delivered through the current Premium Cricket integration
Full scoreboard available through the Premium Cricket Score API

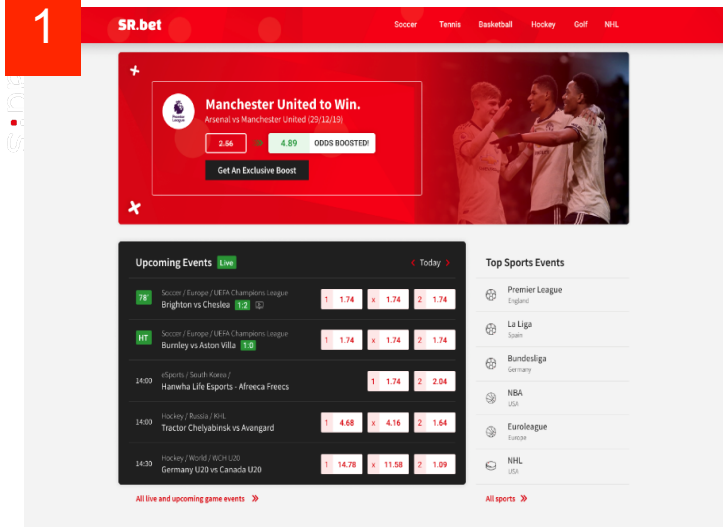
Tennis

Features
ATP and WTA Tournaments
30+ Live markets and selected Pre-match markets available per match
Coverage of over 1,700 matches from now until July via Betradar's Live Match Tracker
Match format: 3 sets, 5 sets for Men's Grand Slams

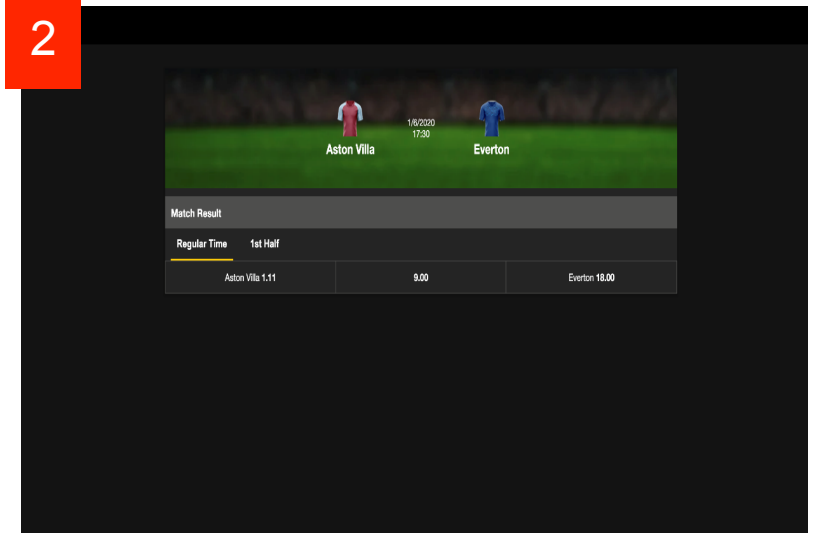
Advantage through Innovation.

Ad:s – Retention Marketing.

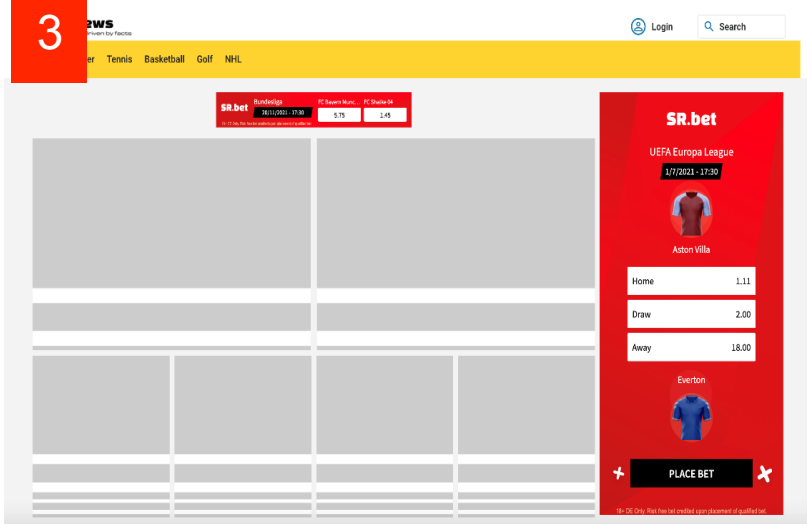
1



2



3



REGULAR WEBSITE VISIT

A user just visits a website, surfing and looking for the content that he is interested in.

OPEN A TARGET PAGE OR MAKE AN ACTION

User opens new pages or makes any actions like make a bet slip, or clicks on some popup, etc. The small code-snippet on a website counts all actions and send them to a remote server that aggregates the information and connects it to users' 3rd party cookie.

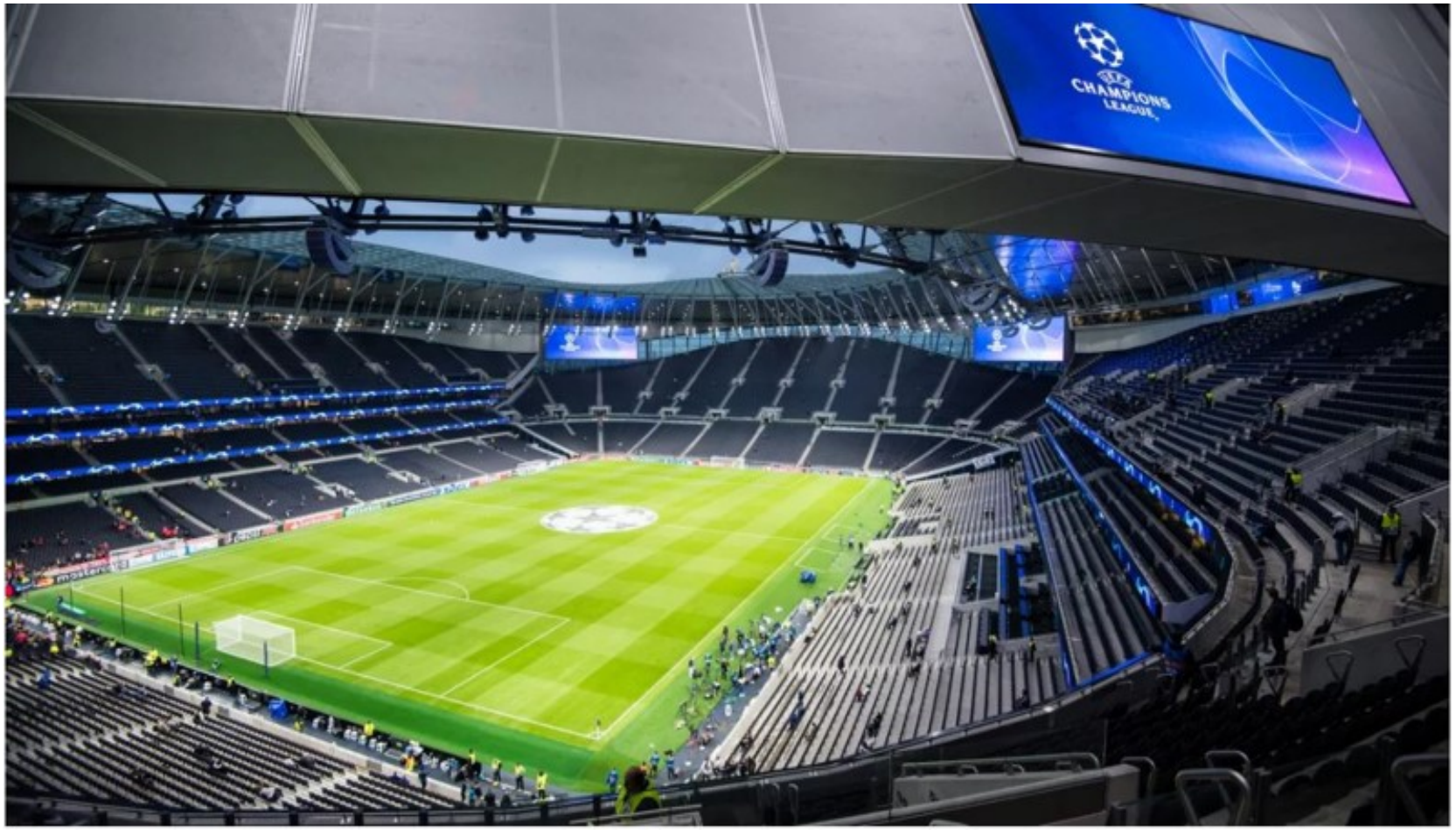
DYNAMIC AND PERSONALIZED CONTENT IS SHOWN

When afterwards a user visits any other website and see ads they are personalized for this user and the dynamic content is served. Exactly with the same content that user was interested in before.

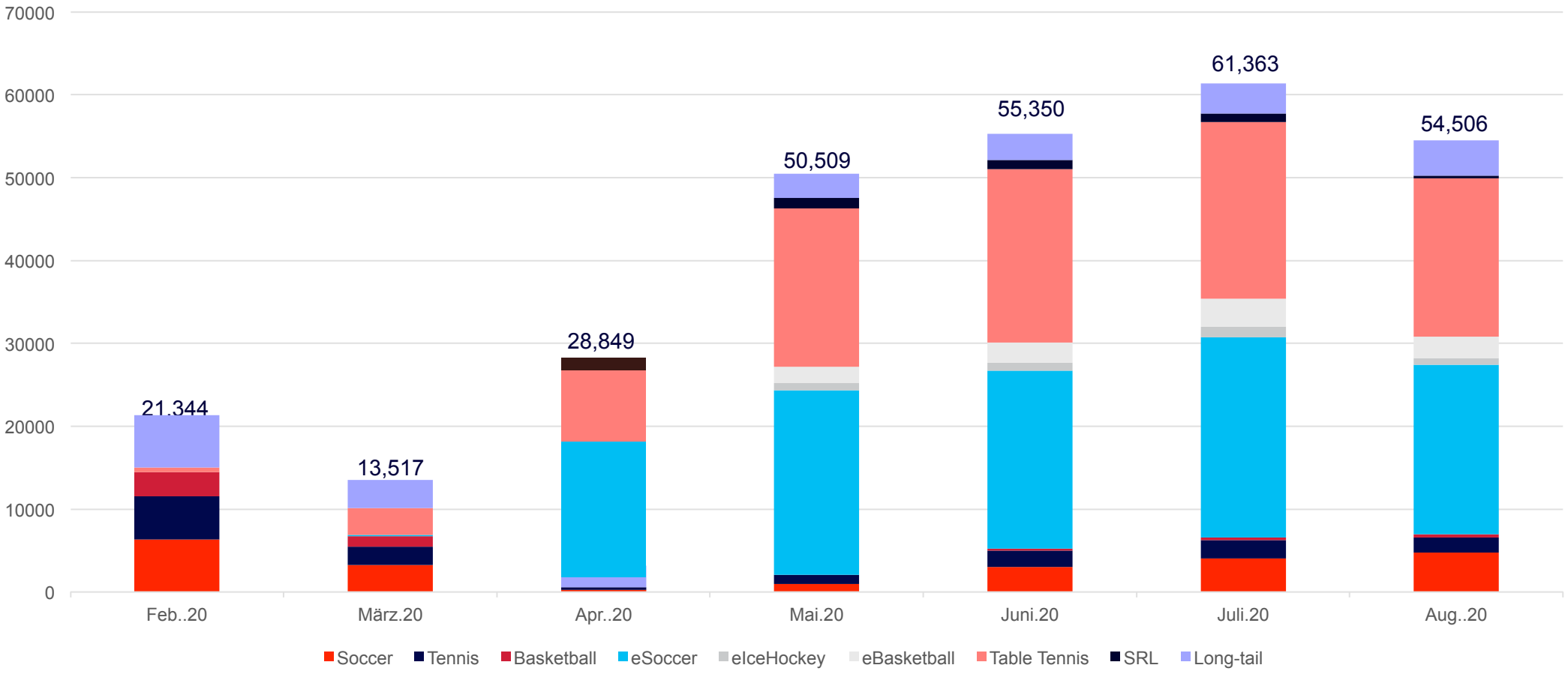
Agenda

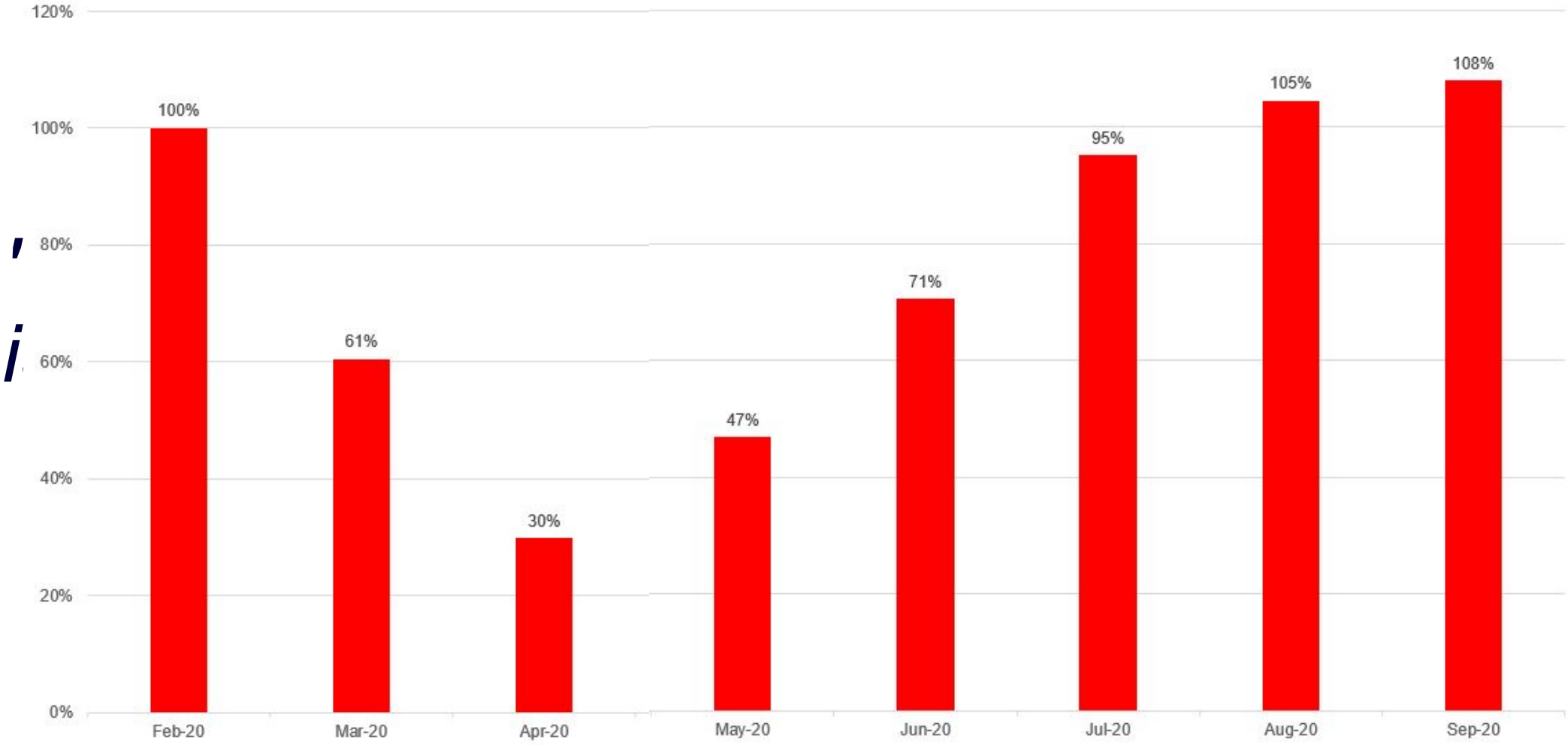
1. March 2020
2. How did SR react?
3. What did we learn from this?

Sports & sportsbetting post Covid.

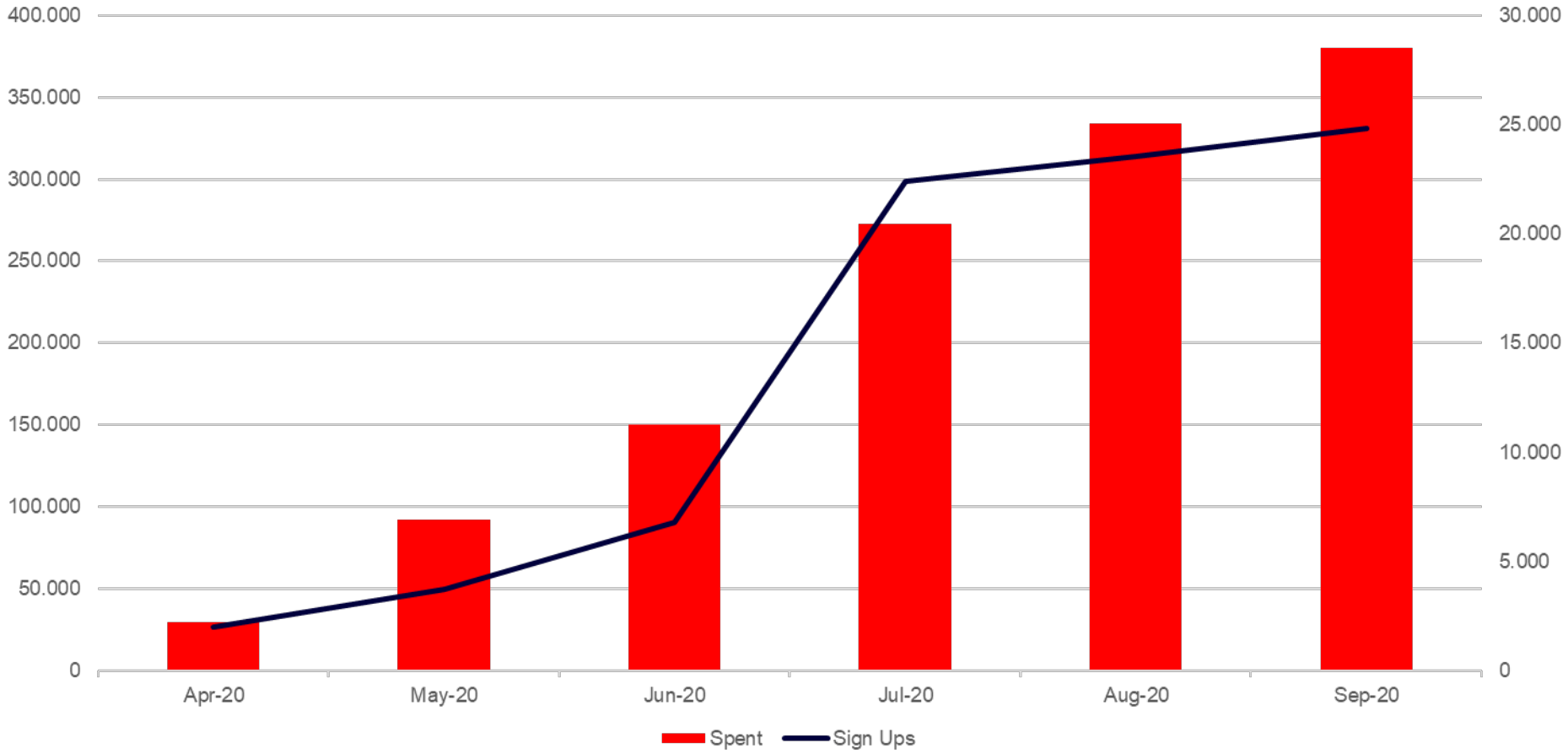


Sports is not back….|

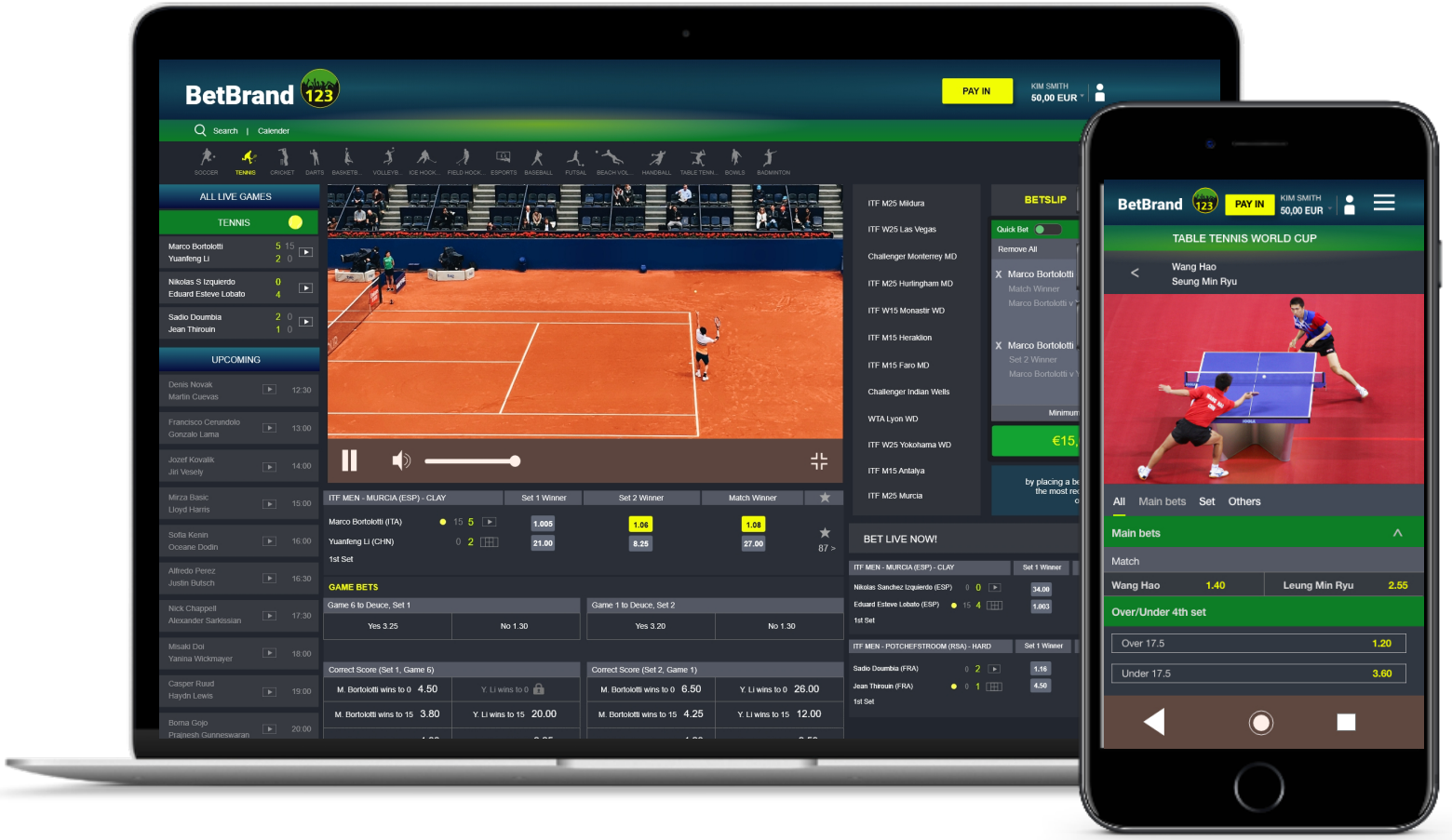



120%
100%
80%
60%
40%
20%
0%
100%
61%
30%
47%
71%
95%
105%
108%
Feb-20
Mar-20
Apr-20
May-20
Jun-20
Jul-20
Aug-20
Sep-20

Sports might not be back... but betting is.



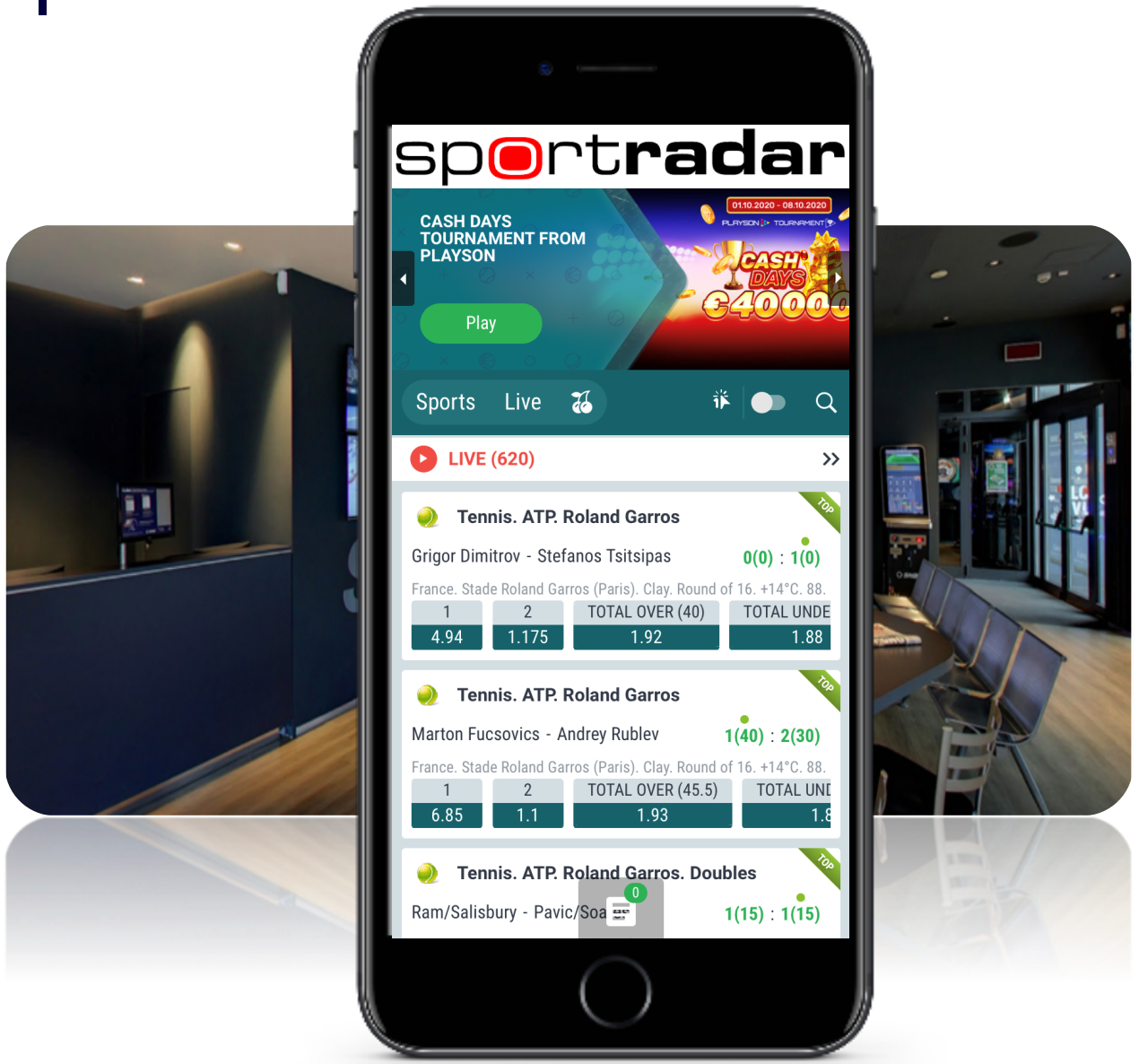
“Live Streams proved to be more than a “nice to have” as users do want to see what they are punting on.



Multi Channel Strategien.

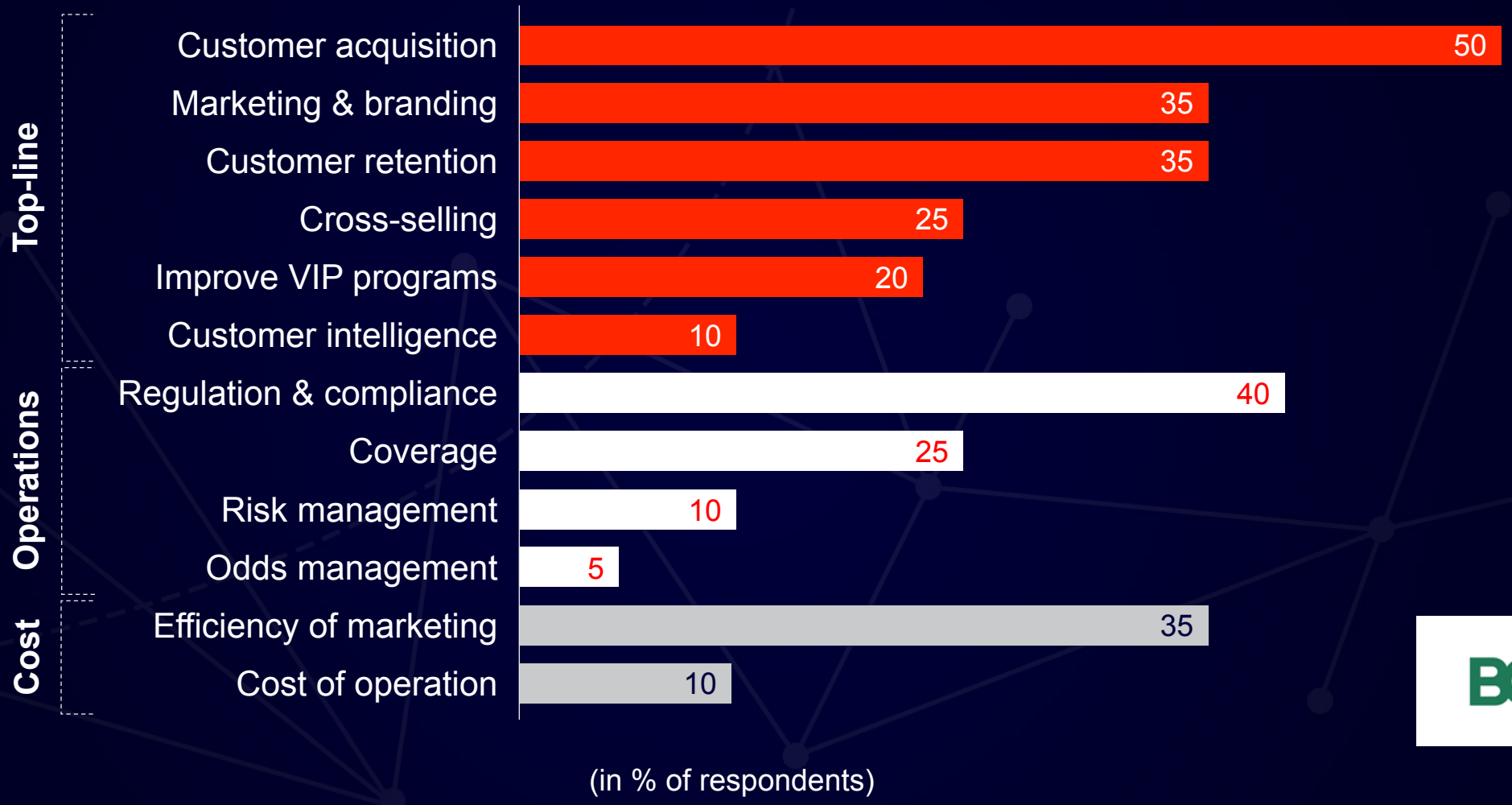
- Sportwetten
- Virtual
- Casino
- E-Sports

Think Online.



Why Marketing Services?

What are your top 3 priorities to improve your business?



(in % of respondents)

BCG BOSTON CONSULTING GROUP

The battle for marketing efficiency